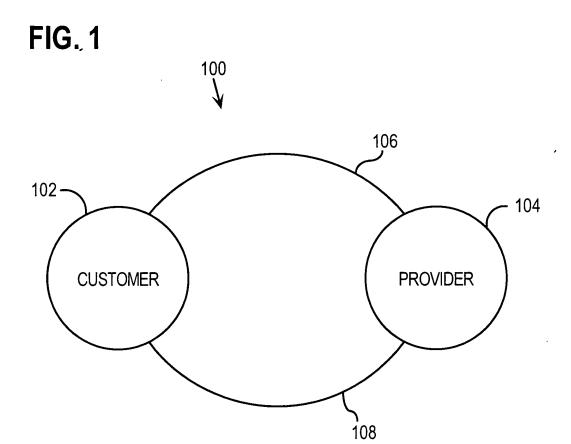
Inventor(s): Neil Duncan Hunt, et al. Docket No. 56055-0024

Express Mail No. EV 323351459 US

Sheet 1 of 11



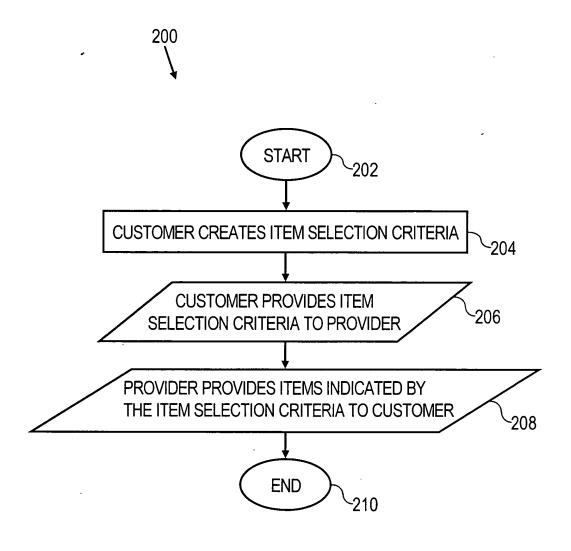
Inventor(s): Neil Duncan Hunt, et al.

Docket No. 56055-0024

Express Mail No. EV 323351459 US

Sheet 2 of 11

FIG. 2



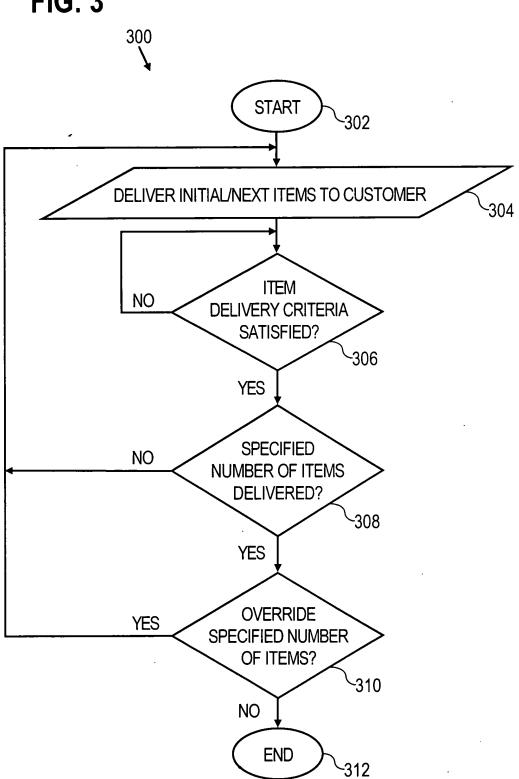
Inventor(s): Neil Duncan Hunt, et al.

Docket No. 56055-0024

Express Mail No. EV 323351459 US

Sheet 3 of 11





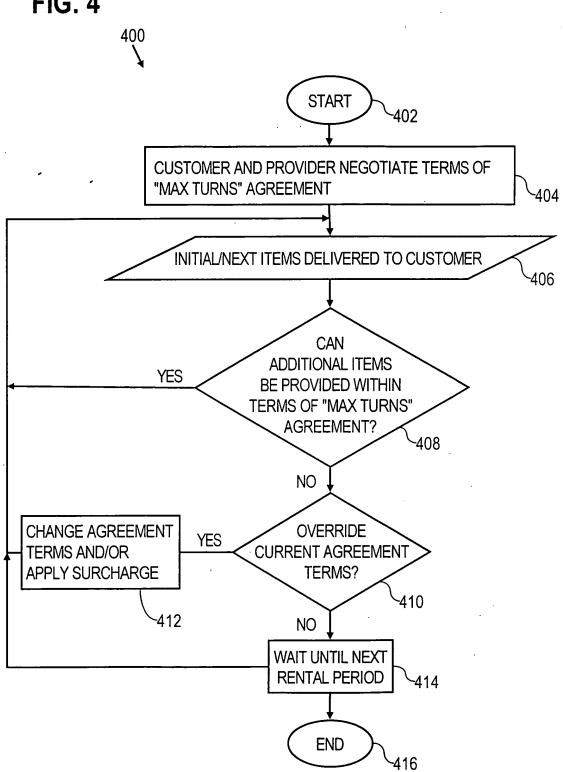
Inventor(s): Neil Duncan Hunt, et al.

Docket No. 56055-0024

Express Mail No. EV 323351459 US

Sheet 4 of 11

FIG. 4



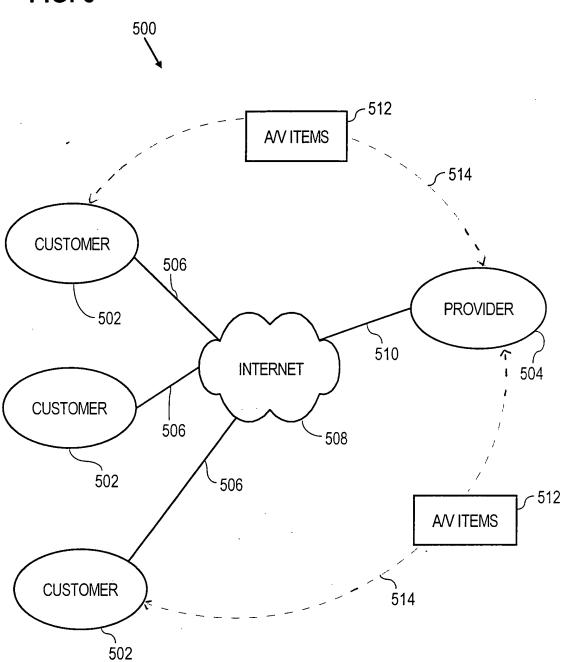
Inventor(s): Neil Duncan Hunt, et al.

Docket No. 56055-0024

Express Mail No. EV 323351459 US

Sheet 5 of 11

FIG. 5



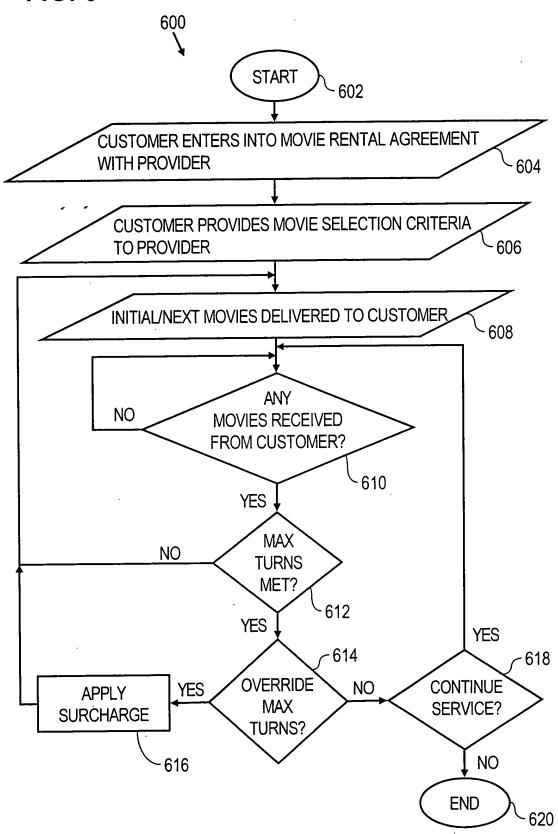
Inventor(s): Neil Duncan Hunt, et al.

Docket No. 56055-0024

Express Mail No. EV 323351459 US

Sheet 6 of 11

FIG. 6



Inventor(s): Neil Duncan Hunt, et al.

Docket No. 56055-0024

Express Mail No. EV 323351459 US

Sheet 7 of 11

700

## FIG. 7

IDENTIFY ONE OR MORE ITEMS FROM A PLURALITY OF ITEMS THAT HAVE RATINGS SIMILAR TO THE PARTICULAR ITEM

~702

IDENTIFY ONE OR MORE OTHER USERS THAT HAVE GIVEN RATINGS TO THE ONE OR MORE ITEMS THAT ARE SUBSTANTIALLY SIMILAR TO RATINGS GIVEN BY THE USER TO THE ONE OR MORE ITEMS

~704

GENERATE ESTIMATION OF HOW THE USER WOULD RATE THE PARTICULAR ITEM BASED UPON RATINGS OF THE PARTICULAR ITEM GIVEN BY THE ONE OR MORE OTHER USERS

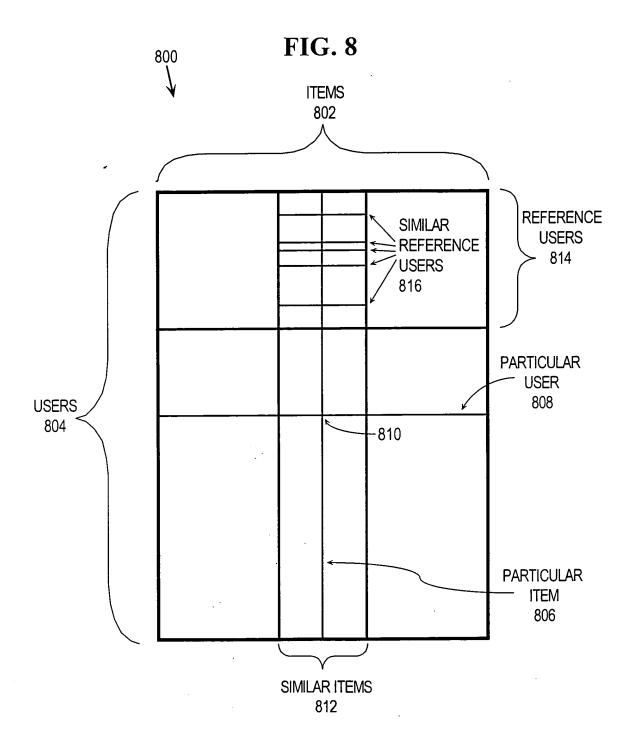
~ 706

Title: APPROACH FOR ESTIMATING USER RATINGS OF ITEMS Inventor(s): Neil Duncan Hunt, et al.

Docket No. 56055-0024 Express Mail No. EV 323351459

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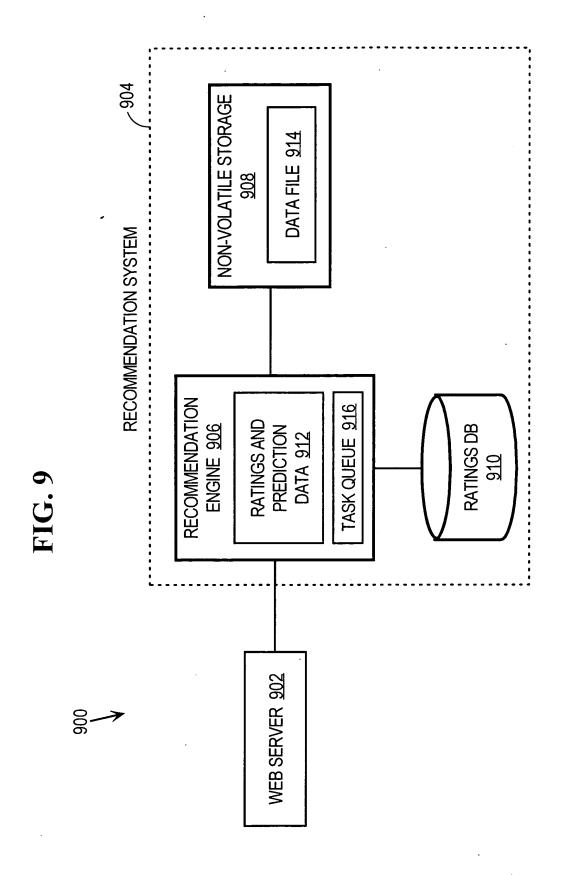
Sheet 8 of 11



Title: APPROACH FOR ESTIMATING USER RATINGS OF ITEMS Inventor(s): Neil Duncan Hunt, et al.

Docket No. 56055-0024 Express Mail No. EV 323351459 USeet 9 of 11

Express Mail No. EV 323351459 US

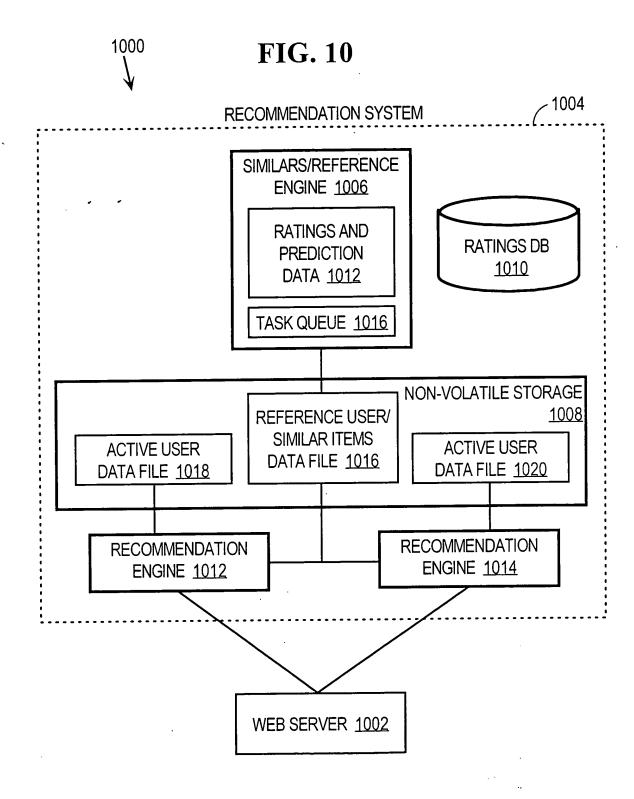


Inventor(s): Neil Duncan Hunt, et al.

Docket No. 56055-0024

Express Mail No. EV 323351459 US

Sheet 10 of 11



Inventor(s): Neil Duncan Hunt, et al. Docket No. 56055-0024 Sheet 11 of 11

Express Mail No. EV 323351459 US

